

THE FOUNDER

G R Damodaran Academy of Management which commenced functioning in September, 2005 is one of the latest institutions to be set up by The GRD Trust.

The institution has emerged as yet another memorial to Prof G R Damodaran (1914-1986), one of the great educational visionaries and institution builders of our country. Over a period of four decades, totally dedicated to the cause of education, especially in the fields of Science Engineering, Technology and Management, Prof G R Damodaran made unparalleled contributions to educational development, both quantitative and qualitative. He made pioneering efforts for reorganising and developing Technical and Management Education at the all India level, as the Chairman of several Committees and Boards constituted by the Government of India and, at the regional level, as Chairman of the Southern Regional Committee of the All India Council for Technical Education. During his tenure of membership of the Lok Sabha and the Tamilnadu Legislative Council spanning over two decades, and during his Vice-Chancellorship of the University of Madras, Prof G R Damodaran served the cause of educational development at all levels with rare dedication, commitment and outstanding creativity.

G R DAMODARAN ACADEMY OF MANAGEMENT

The Academy is conceived as a speciality institute of professional management education, training, research and consultancy. Its portfolio would eventually include a wide range of activity covering Executive Development Programmes, continuing education, short-term speciality courses, as well as formal 1 year and 2 year PG programmes (affiliated to the University) encompassing the functional and sectoral spectrum of management and allied areas. The education programmes will aim at the integration of necessary theoretical inputs with practical professional experience and exposure facilitated by the business and industrial contacts and consultancy activities of the faculty.

The Academy, built upon the traditions, strength and expertise of its illustrious sister institution, the Dr G R Damodaran College of Science, intends to strike out into newer dimensions and facets of professional management development and training, setting benchmarks of quality equal to the best in the country and abroad.

The academic block of the Academy was formally inaugurated on September 1, 2004 by the then Governor of Tamilnadu, Shri P S Ramamohan Rao.

The GRD Academy of Management (GRDAM) shares the GRD legacy of innovativeness and effectiveness. Dr D Padmanaban, Chairman, Board of Management and Correspondent of GRDAM firmly believes that today's new generation B-schools need to be responsive not only to the changing context of international business but also to the growing and unique needs and opportunities of our society by adopting a holistic, value based and practice oriented approach stressing entrepreneurship and by promoting the study of the emerging domains of relevance. Thus, the delivery of the MBA programme at GRDAM will be contemporary and relevant, producing excellent executives and professionals to man responsible management positions and take up new initiatives in a period that promises to be the golden era in the post independent Indian economy.

The objectives of GRDAM are :

- To provide world class management education and to contribute to the development and spread of scientific management in all areas of endeavour as a tool to enhance effectiveness, efficiency and competitive advantage.
- To develop into a speciality management institute, with a range of activities which would cover formal professional management education, training, research and consultancy as well as executive development programmes, continuing education, short-term speciality courses, and other programmes in the several areas of the functional and sectoral spectrum of management.
- To develop and employ such techniques of teaching-learning supported by a diversity of in campus and off campus facilities and resources as would equip students and trainees with a sound knowledge of principles and mastery of skills and techniques, as well as the ability in their effective application, adaptation and innovation and help them to assume leadership in the changing and competitive business milieu.

THE MBA PROGRAMME

The MBA Programme (two year-full time) approved by the All India Council for Technical Education, New Delhi and affiliated to the Bharathiar University, Coimbatore is being nurtured as a very prestigious programme with excellent facilities and features. While the first year provides a solid footing to the students in the basics of business and its related disciplines, the second year offers students the opportunity to specialize in a field of their choice from among Marketing, Finance, Human Resource Management, Operations Management and Systems.

Although the MBA programme is based on the framework of the University syllabus and examination requirements, the MBA coursework at the Academy seeks to go beyond text book based rote learning and set exercises, to become an exciting and rewarding learning adventure which would help internalise the principles and skills learnt and develop the behaviour, attitudes and intellectual abilities appropriate for professional effectiveness in management. To this end class room work is supplemented by self-study assignments and learning opportunities like seminars and workshops (on campus and outstation), guest lectures, paper presentations, simulations, case studies, role plays etc. These are topped off by intensive exposure to the demands of the real life business situations and problems through projects and other interactions. Frequent lectures by top managers and consultants are arranged. The thriving entrepreneurial and industrial culture of Coimbatore provides the enriching ambience for student development. Periodic visits to the industrial establishments at Coimbatore and in major cities like Chennai, Bangalore and Kochi enable students to have a feel of more complex real life business situations.

Regular classes are held from Monday to Saturday and extra classes are scheduled on Sundays. During the Management Practice sessions, students are engaged in group discussions, presentations on corporate news, analysis of cases, small exercises in team work etc.

LOCATION

The Academy is situated in its beautiful 2½ acre campus in Neelambur on the outskirts of Coimbatore city, about 4.5 kms outside the Corporation limits, on the National Highway (NH47) connecting

Coimbatore to Chennai / Bangalore. The location is within the region of contiguous industrial and residential and other urban related development of the city and is well served by both local and mofussil transport facilities and services. The airy and uncongested location free of adverse influences and pollution invests the campus with the serenity ideal for academic and intellectual pursuits.

INFRASTRUCTURE:

Modern and sophisticated infrastructure and facilities have been created including buildings for academic and administrative purposes comprising modern and spacious class rooms, seminar halls, syndicate rooms, student common rooms and a conference hall. The modern state-of-the-art computer center is provided with advanced software and hardware facilities, high end servers and broad band internet connectivity. The Computer Centre has 30 HCL PIV Infinity systems which are on LAN. The legal softwares include SPSS and Tally 7.3. There are 2 printers and a photocopier machine. With 1700 volumes and 30 journals/magazines the library has a complete range of modern texts, references and current reading in business. There are also 133 CDs available.

The women's hostel is on the campus while the men's hostel is located at the Trust's premises in Muthugoundanpudur and served by the Academy's transport facility.

The campus will in addition have a student recreation centre, games facilities, canteen and eventually staff quarters and men's hostel. Plinth area of 18,000 sft and 12,000 sq.ft have so far been built up respectively in the main building and the women's hostel.

THE FACULTY

The faculty of the G R Damodaran Academy of Management, consists of some of the best talents drawn from academics, the management profession and the industry who are committed, up-to-date and student friendly. The faculty includes alumni of IIM (B) and other premier institutes. Apart from the full-time teaching faculty, the Academy avails the services of experienced visiting faculty members.

LIFE AT GRDAM

Meticulous efforts are taken to achieve high productivity in comprehensive student development. Class room sessions are supplemented by exciting participatory activities for acquiring effective business skills and wider perceptions.

An atmosphere of trust, warmth and informality pervades the institute making the MBA studies at GRDAM a fine example of teacher-student interaction. The faculty actively involve the students in planning and management of the wide range of co-curricular and extra curricular activities. These include special programmes that help in personality development and team building, communication and leadership skills. Yoga practice lessons are also conducted.

'GLOBEX', the association of MBA students gives full scope to express their talents and organise a variety of events on campus and off campus.

PLACEMENT

GRDAM is setting up an active placement cell which will be under a senior faculty member's control. All the necessary facilities for conduct of campus placements are available. Besides, excellent networking with companies already exists. The companies which are regularly visiting our sister institution, Dr G R Damodaran College of Science, will be invited to conduct campus interviews at the Academy also.

ELIGIBILITY

Applicants for the two year full time (4 Semesters) MBA Programme should hold :

- a) A Bachelor's Degree of the Bharathiar University
(or)
- b) A qualification recognised as equivalent thereto subject to the conditions of the Syndicate of the Bharathiar University.

Students appearing for the final year degree examinations may also apply subject to the condition that they must provide evidence of their having passed in the final examination for their Degree by July 15, 2006.

Candidates from states other than Tamilnadu will have to obtain and produce the recognition / eligibility certificate as to their qualification from the Bharathiar University, Coimbatore at the time of admission.

Candidates who have passed any examination under the open university system are not eligible for admission to the courses of the Bharathiar University.

ADMISSION PROCEDURE

Admission is open to students from all over India. Candidates aspiring to be a part of the elite group of GRDAM MBAs have to appear in the MANAGEMENT APTITUDE TEST (MAT). MAT bulletin with the application form may be obtained by sending a DD for Rs. 590/- drawn in favour of AIMA-CMS payable at New Delhi to All India Management Association, 14-Institutional Area, Lodhi Road, New Delhi - 110 003. (MAT application deadline : January 16, 2006)

The MAT bulletin can also be obtained from AIMA Nodal Centres and other outlets (for details on MAT please refer to the advertisements of AIMA for MAT in the leading dailies or visit www.aima-ind.org).

Those short listed will be called for a Group Discussion and Personal Interview at the campus by April 15, 2006. A call for the interview does not confer any right of admission. A merit list for admission will be prepared with weightage of 50% for MAT score and 25% each for Group Discussion (GD) and Personal Interview. Results will be announced on April 22, 2006 and admission list on May 2, 2006.

Selected candidates will have to commit their acceptance by paying the prescribed fees on or before June 10, 2006, whereafter the waiting list will be activated. Admissions will close on August 16, 2006. Academic session will commence on July 18, 2006.

HOW TO APPLY

Applications for admission should be made in the prescribed form to reach the GRDAM on or before the last date specified below. A self-addressed stamped postcard should be enclosed with the application form so that the receipt of the application can be acknowledged.

Prospectus and prescribed application forms are available at the GRDAM office on remittance of Rs. 400/- by cash or DD favouring G R Damodaran Academy of Management, payable at Coimbatore. For application and prospectus to be sent by post, please enclose a duly stamped (Rs. 12.00) self-addressed envelope of size 23/15 cms. Please quote the reference number of the application in all the subsequent correspondence. Last date for submission of applications March 31, 2006.

Candidates should attach the following along with their application

1. Xerox copies of all annual / semester marksheets (Marksheets issued after each appearance in each of the examinations of the degree course must be included even if a consolidated statement of marks is attached)
2. Copy of MAT score and other CET score, if any.
3. Two passport size photographs.
4. Copy of the degree or provisional certificate of the course last studied, if available
5. Copy of a certificate from the Principal of the College last attended for having undergone the prescribed degree course.
6. Xerox copy of the Community certificate.
7. Copies of SSLC (10th) and Higher Secondary (+2) Marksheets.

ADMISSION

A Selection list will be prepared after the interview and selected candidates will receive the communication from the GRDAM. Candidates selected will be provisionally admitted on payment of the prescribed fees. "All original certificates should be filed at the time of admission including provisional degree certificate".

FEES ONCE PAID WILL NOT BE REFUNDED ON ANY ACCOUNT

Admissions are normally finalised in the first week of July and classes start in the middle of July, 2006.

1. Admissions are subject to University approval. The College has to follow the rules and regulations of the Bharathiar University governing admissions. The applicants are advised to ascertain the salient features of the latest regulations from the Bharathiar University in their own interest.
2. The decision of the management regarding admissions shall be final and binding.
3. Selected candidates should strictly abide by the rules and regulations of the College and the University and they are expected to follow the instructions given by the authorities from time to time.
4. **Selected candidates withdrawing during the course of study or before the commencement of the course shall not be entitled to claim refund of the fee payments and any other remittances (including the caution deposits) made by them.**

HOSTEL

Hostel facilities will be provided for the outstation candidates (both men & women) depending upon the availability of rooms.

Completed applications should be addressed to :

The Director / Principal

G R Damodaran Academy of Management

Civil Aerodrome Post □ Avanashi Road
Neelambur □ Coimbatore - 641 014
Tamilnadu □ India

Last date for accepting the completed application forms :

March 31, 2006.

**- G R DAMODARAN ACADEMY OF MANAGEMENT -
Shaping a New Generation of Managers**

G.R. DAMODARAN ACADEMY OF MANAGEMENT

(Approved by the All India Council for
Technical Education and affiliated to the
Bharathiar University)



MBA (FULL-TIME) PROGRAMME PROSPECTUS (2006 - 2008)

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